

SEPTEMBER 19
1977

fashion calendar

37th year • a weekly publication

JANUARY	FEBRUARY
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1978 - - NEXT YEAR

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue, therefore, will yield maximum use of FASHION CALENDAR to the reader. . Ruth Finley, Publisher.

WEEK BEGINNING MONDAY, SEPTEMBER 19, 1977

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 16- Sept. 22	SPRING AND SUMMER COLLECTION Continuous by appointment.	TIKTINER Contact: 391-1790.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Sunday Sept. 18 6:00 P.M.- 9:30 P.M.	THIRD ANNUAL BENEFIT FASHION SHOW Ski fashions presented by Scandinavian Sports Attire Federation. dance. Tickets: \$25.00. Contact: Elliott Starkman, 295 Madison Ave., 685-3440.	NAT'L FOUNDATION FOR ILEITIS & COLITIS	WINDOWS ON THE WORLD WORLD TRADE CENTER
Monday Sept. 19- Sept. 21 9:00 A.M.	FALL '78 COLOR DIRECTIONS SEMINAR For manufacturers, Sept. 19, 20, 21 at 9:00 & 11:00. Contact: Ruth Pollock, 262-8198. Press, Sept. 19 at 2:30. By invitation. Contact: Carol Carr, 262-7220.	EASTMAN CHEMICAL PRODUCTS, INC.	1133 SIXTH AVENUE 44TH FLOOR
Monday Sept. 19 11:00 A.M.	FASHION SHOWS FOR AMERICAN CANCER Shows at 11:00 A.M. & 3:00 P.M., by invitation. Tickets: \$15.00. Show at 6:00 P.M., open to public. Contact: 560-2605.	ALEXANDER'S	3RD FLOOR
Monday Sept. 19 11:30 A.M.	TRIGERE FASHIONS: CUSTOMER SHOW Showing of Fall collection. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 19 2:30 P.M.	FALL AND WINTER FUR FASHION SHOW Retail showing for press and private customers. Including a special group by Halston. By invitation only. Contact: 279-0633.	BEN KAHN (150 WEST 30TH STREET)	HOTEL PLAZA GRAND BALLROOM
Sept. 19	2:30 P.M., EASTMAN COLOR DIRECTIONS (Press Show), by invitation, 262-7220.		
Monday Sept. 19- Sept. 20	OPENING OF NEW RETAIL BOUTIQUE From 4:00 - 8:00 P.M. Ready-to-wear, custom clothing and accessories for men & women. By invitation. Contact: Marianne Mischo, 929-0490.	DIMITRI BOUTIQUE	42 EAST 57TH STREET 5TH FLOOR
Monday Sept. 19 6:00 P.M.	SHOWING OF FALL MODEL ROOMS From 6:00-8:00 P.M., by invitation. Publicity: Najda Kallab, 840-1000, ext. 446.	W & J SLOANE	MAIN FLOOR
Monday Sept. 19 6:30 P.M.	FASHION SHOW WITH MADEMOISELLE MAGAZINE Customer show. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	3RD FLOOR YOUNG EAST SIDER SHOP
Beginning Monday Sept. 19	SPRING AND SUMMER 1978 COLLECTION Continuous by appointment. Contact: 869-8783.	CLUBMEN DESIGNS, INC. (PARIS COTE D'AZUR)	1400 BROADWAY SHOWROOM - 27TH FLOOR
Beginning Monday Sept. 19	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Alina Roux, 582-7453.	DONALD DAVIES OF DUBLIN	50 WEST 57TH STREET SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 20 10:30 A.M.	PRESS BREAKFAST: OPENING BEAUTY CENTRE From 10:30 to 12:00 Noon. Introducing Pierre Michel and Lancome Institut de Beaute. By invitation. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	8TH FLOOR
Tuesday Sept. 20 10:30 A.M.	PREVIEW OF NEW FASHION CENTER Official opening of Buyers' Hospitality Center, available during major market weeks, and offering services of NY Convention & Visitors' Bureau, MTA, Hotel & Restaurant Association. Also, fashion show. Contact: Harriet Pitt, 725-1314.	FELT FORUM FASHION CENTER	MADISON SQUARE GARDEN 8TH AVE (33RD STREET)
Tuesday Sept. 20 11:30 A.M.	MARY McFADDEN FASHIONS AT BENEFIT SHOW Mary McFadden will be present at showing of her Fall collection, for the benefit of the Museum of the City of N.Y. Publicity: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	6TH FLOOR
Tuesday Sept. 20 12:00 Noon Luncheon	PRESS PREVIEW: FALL AND WINTER COLLECTION Presentation of Gucci Fall & Winter fashions and accessories for ladies & gentlemen. By invitation (reserved seating--must present table ticket at door). Public Relations: Hamra Associates, 2 East 54th Street, 753-9833.	GUCCI	ST. REGIS HOTEL ROOF
Tuesday Sept. 20 6:30 P.M.	PREVIEW: NEW MODEL ROOMS Salute to Kips Bay Boys' Club. By invitation. Contact: Barbara Campbell, 391-3634.	LORD & TAYLOR	8TH FLOOR
Tuesday Sept. 20 7:00 P.M.	BASILE FASHIONS AT BENEFIT SHOW For benefit of N.Y. City Ballet. By invitation, Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	3RD & MAIN FLOORS
Tuesday Sept. 20 7:00 P.M.	FALL MODEL ROOMS AT BENEFIT SHOWING "20th Century Unlimited" -- new model rooms at black-tie buffet dinner. Benefit for programs of Medical Education & Research at Mt. Sinai Medical Center. Tickets: \$50.00. By invitation. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	5TH FLOOR
Tuesday Sept. 20 7:00 P.M. Champagne	FIRST COLLECTION FOR WOMEN From 7:00 to 9:00 P.M. Also, her menswear collection. By invitation. Contact: 744-7303.	JACKIE ROGERS	787 MADISON AVENUE (66TH & 67TH STREET)
Tuesday Sept. 20- Oct. 11 8:30 P.M. Buffet	BENEFIT: "ANCIENT EGYPT: ARCHAEOLOGY & FANTASY" Four consecutive Tuesday evenings: <u>Sept. 20</u> (black tie)--"The Egyptian," Dr. Darryl F. Zanuck. "An Essay of Egyptian Art & Architecture" by Peter Fink. <u>Sept. 27</u> --"Cleopatra," Dir., Cecil B. DeMille; starring Claudette Colbert (Hon. Chmn.). <u>Oct. 4</u> --"The Night of Counting the Years," Dir., Shadi Abdelsalam. <u>Oct. 11</u> --"Of Tiem, Tombs and Treasure: The Treasures of Tutankhamun." Tickets for series: \$150.00. Contact: Mrs. J. Berkman, 22 E. 64 St., 752-5532.	THE MUT EXPEDITION, BROOKLYN MUSEUM	FASHION INST. OF TECH. 227 WEST 27TH STREET
Tuesday Sept. 20 6:00 P.M.- 8:00 P.M.	COCKTAIL RECEPTION IN WASHINGTON, D.C. New group will promote Latin American fashions, accessories and other products. Hosts: Ambassador Alejandro Orfila, Secy. Gen., Organization of American States; & Mayor of Miami, Maurice Ferre. Contact: Evélio Ley & Assoc., (305) 373-1976.	MIAMI TRADE FAIR OF THE AMERICAS	PAN AMER UNION BLDG WASHINGTON, D.C.
Wednesday Sept. 21 11:30 A.M.	PRESS SHOWING OF COUTURE IMPORTS Fall couture by Chanel, Dior, Givenchy, Saint Laurent. By invitation. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 21 12:00 Noon Cocktails	INTRODUCTION OF SUMMER '78 FOOTWEAR Luncheon at 12:30 P.M. By invitation. Contact: Mary L.T. Brown, Hill & Knowlton, 697-5600.	UNIROYAL	LOTUS CLUB 5 EAST 66TH STREET
Sept. 22	YOM KIPPUR (Thursday). (Begins at sunset, Wed., Sept. 21)		
Friday Sept. 23 7:00 P.M. Buffet	BENEFIT: CACHAREL FASHIONS & SHEETS Resort and Spring fashions by Cacharel; and his collection of sheets from J.P. Stevens. Benefit Graham Home for Children & Windham Child Care. By invitation. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S & J.P. STEVENS	5TH FLOOR
Sunday Sept. 25- Sept. 28 5:30 P.M.	SPRING-SUMMER '78 EUROPEAN FASHIONS More than 200 exhibitors from 15 European countries will present women's, men's, children's fashions and accessories. Also, reorder Fall-Winter '77. By reservation. Contact: Jackie Cowen, 695-3558. Publicity: Spencer & Rubinow, 445 Park Ave., 751-9050.	EUROPEAN FASHION FAIR	1 PENN PLAZA-6TH FL 7TH AVE & 34TH STREET
Sunday Sept. 25- Sept. 28	FRENCH SPRING AND SUMMER FASHIONS Showing of 64 pret-a-porter lines; 17-children's wear. Contact: 541-9075.	FRENCH FASHIONS AT EUROPEAN FASHION FAIR	1 PENN PLAZA 7TH AVE & 34TH STREET
Sunday Sept. 25 5:30 P.M.- 7:30 P.M.	BENEFIT IN NEW CHILDREN'S DEPARTMENT Special preview of new children's department, for benefit of Cystic Fibrosis Foundation. Sale of reserve items from former Thanksgiving parades. Tickets: \$50.00 per family. Contact: Kenneth Dobbs, GR 5-7920. P.R. Judy Cohn, 695-4400.	MACY'S NEW YORK	5TH FLOOR
Monday Sept. 26 6:00 P.M.- 8:00 P.M.	PHILIPPE VENET FASHIONS AT BENEFIT SHOW Showing of Fall couture fashions and first menswear collection by Philippe Venet. Tickets: \$40.00. Contact: TE 8-5944.	CANCER RESEARCH INSTITUTE (133 EAST 58TH STREET)	ST. REGIS HOTEL ROOF
Monday Sept. 26 7:00 P.M.	FENDI FUR FASHIONS AT BENEFIT SHOW Show for Committee of the Lenox Hill Auction. By invitation. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	5TH AVENUE & 58TH STREET
Beginning Monday Sept. 26	PREVIEW REPORT: SPRING- SUMMER FASHION SEMINAR By appointment. Contact: Patti Ewart, 935-2721.	HARPER'S BAZAAR	717 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Sept. 27 9:00 A.M.- 12:00 Noon	OPEN HOUSE: NEWEST CLOCK COLLECTION Showing of newest clock collection at launching of Bulova's new showroom. By invitation. Contact: Adele Shainblum, Ruder & Finn, 593-6345.	BULOVA	41 MADISON AVE (26TH ST) N.Y. MERCH. MART (5J)
Tuesday Sept. 27 9:30 A.M.	PRESS BREAKFAST: NEW FUR DEPARTMENT (Note change of date). By invitation. Publicity: Barbara Campbell, 391-3636.	LORD & TAYLOR	3RD FLOOR
Tuesday Sept. 27 12:00 Noon Luncheon	LUNCHEON: "SOLAR POWER FOR THE HOME" Speakers: Lola Redford, Julius Hermes, Norma Skurka. Prices: \$18.00, members; \$20.00, guests. Contact: 685-4664.	NAT'L HOME FASHIONS LEAGUE (41 MADISON AVE)	HOTEL PIERRE BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 27 12:30 P.M.	INTRODUCTION: AMAZONE FRAGRANCE--BENEFIT Side-Saddle Exhibition on bridle path, at benefit for Children's Village of Dobbs Ferry. Luncheon 1:00 P.M. By invitation. Contact: Johanna Lee, 758-4090.	HERMES	TAVERN-ON-THE-GREEN CENTRAL PK. AT 67TH ST
Tuesday Sept. 27 6:30 P.M.- 8:30 P.M.	PREVIEW: HALSTON'S DESIGNS FOR KARASTAN Halston will be the special guest at opening of Altman's new rug and carpeting area. By invitation. Press: Judith Janney, 679-7800, ext. 568.	B. ALTMAN & CO.	5TH FLOOR
Tuesday Sept. 27 6:30 P.M. Buffet	HUNT COUNTRY FASHIONS & NEW MEN'S FRAGRANCE Showing of men's sportswear (7:15 P.M.) at launching of Devin, new Aramis fragrance for men. Tickets: \$25.00 each, for benefit of Southampton Hospital. By invitation. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S & ARAMIS	1ST FLOOR MEN'S DEPARTMENT
Tuesday Sept. 27 7:00 P.M.	BENEFIT SHOW: FALL FASHIONS CY CHLOE Fall-Winter Chloe collection, for benefit of Memorial Sloan-Kettering Cancer Center. Show at 7:45. Admission: \$15.00. Publicity: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	7 EAST 91ST STREET BURDEN MANSION
Wednesday Sept. 28 9:00 A.M.- 2:30 P.M.	"STRAIGHT FROM THE NOSE" - SEMINAR Eight perfumers will discuss their most famous creations. (including luncheon). Contact: Annette Green, 673-5580.	THE FRAGRANCE FOUNDATION (116 EAST 19TH STREET)	HOTEL PLAZA TERRACE ROOM For members: \$45.00
Wednesday Sept. 28 11:30 A.M.	MARIO VALENTINO READY-TO-WEAR Designed by Muriel Gratto. For customers. Publ: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday Sept. 28 2:30 P.M.	PRESS SHOWING OF FUR COLLECTION For press, by invitation. Contact: CI 7-1388.	MAXIMILIAN	20 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Sept. 26	SPRING COLLECTION FOR MEN AND WOMEN Showing of rainwear and other fashions for men and women at new offices and showroom. Continuous by appointment. Contact: Jayne Gosse, 975-0259.	AQUASCUTUM	680 FIFTH AVENUE (54 ST) NEW SHOWROOM - 4TH FLOOR
Thursday Sept. 29 12:00 Noon Luncheon	"WOMEN IN BUSINESS-- NOW IN ORBIT" Speaker: Florence Skelly, president, Yankelovich, Skelly & White, Inc. Prices: \$20.00, members; \$25.00, guests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Thursday Sept. 29 6:00 P.M.- 8:00 P.M.	BENEFIT SHOW: FASHIONS BY BILL BLASS Presentation of Fall collection by Bill Blass, for benefit of N.Y. Zoological Society. By invitation. Publicity: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	6TH FLOOR
Thursday Sept. 29 8:00 P.M.	35TH ANNUAL FASHION CRITICS AWARDS Tickets: \$150.00 each, for benefit of Educational Foundation for the Fashion Industries. Publicity: Eleanor Lambert, MU 8-2130.	COTY, INC.	F.I.T. AUDITORIUM 227 WEST 27TH STREET
Friday Sept. 30 11:30 A.M.	FASHIONS BY CHANEL-- BENEFIT SHOW For benefit of Legal Aid Society. By invitation. Publ: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 30 7:00 P.M. Reception	INTRODUCTION OF PAVLOVA FRAGRANCE Reception and benefit in homage to Anna Pavlova. American Ballet Theatre commemorative performance of "Swan Lake," 8:00 P.M. Contact: Betsy Conrad, 759-7790.	PAYOT-PARIS & I.T.T.	METROPOLITAN OPERA HOUSE LINCOLN CENTER
Oct. 2	EUROPEAN FASHION FAIR AT CHICAGO APPAREL MART (Oct. 2-5) -- (212) 695-3558		
Oct. 2	FASHION WEEK IN MUNICH (Oct. 2-6)		
Beginning Monday Oct. 3	RESORT COLLECTION IN CALIFORNIA By appointment. Contact: Jerry Padgett, (213) 627-5201.	MR. BLACKWELL	719 S. LOS ANGELES ST LOS ANGELES, CALIF.
Monday Oct. 3 9:30 A.M.	RESORT-SPRING COLLECTION IN CALIFORNIA Also, Oct. 10 at 9:30. By invitation. Contact: (213) 627-0806.	HELGA	722 S. LOS ANGELES ST LOS ANGELES, CALIF.
Monday Oct. 3- Oct. 14	SPRING COLLECTION IN CALIFORNIA By appointment. Contact: (213) 623-8112.	ERNST STRAUSS & SCHNELL SPORTS	714 S. LOS ANGELES ST LOS ANGELES, CALIF.
Beginning Monday Oct. 3	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 244-3558.	NANTUCKET NATURALS	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Oct. 4 11:30 A.M.	FASHION SHOW TO BENEFIT KIPS BAY By invitation. Publicity: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Tuesday Oct. 4 12:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MADAME GRES Thirteenth annual benefit show, presenting Fall and Winter fashions by Madame Gres. Tickets: \$40.00 each. Contact: 751-0530.	MUSICIANS EMERGENCY FUND (515 MADISON AVENUE)	HOTEL PIERRE GRAND BALLROOM
Tuesday Oct. 4 7:00 P.M.	PREVIEW: MEN'S SPORTSWEAR First collection of men's sportswear. By invitation. Contact: Larrisa, 431-4295. Thereafter, Oct. 5-13, Hotel Carlyle, Madison at 76th St. Contact: RH 4-1600.	KAWALA (8214 HOLLYWOOD BLVD, L.A.)	CLUB NEW YORK, NEW YORK 33 WEST 52ND STREET
Oct. 6- Oct. 10	MAGIC (Men's Apparel Guild in California) Spring-Summer showings at San Diego's Royal Inn at the Wharf. Contact: 124 E. Olympic, L.A. 90015, (213) 746-0623		
Oct. 7	COTE D'AZUR SUMMER SHOWINGS, NICE (Oct. 7-11). Int'l French Trade Shows, 582-4960		
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTIONS Also, Baronet collection. By appointment. Contact: 564-6238.	BARON PETERS; & ROBERT LEONARD	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 838-6270.	CESARANI	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Publicity: Betty Yarmon, 563-2300.	DALANI II	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 354-2299.	JAMES DAUGHERTY	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment.	RONA BY MARIO FORTE & GLORIA CASTALDO Contact: 563-2300.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment.	JORDAN FOR JORDAN SACK & COMPANY Contact: (800) 528-4494.	HOTEL GOTHAM PRIVATE SUITE
Monday Oct. 10- Oct. 14	<p>READY-TO-WEAR SHOWINGS IN MILAN (By invitation from individual designers). Contact: Camera Nazionale dell'Alta Moda Italiana, Piazza Araceli, 3, 00186 Rome, Italy. Tel: (06) 679-43-90 or Milan (Oct. 8-14), (02) 6336.</p> <p><u>Mon., Oct. 10: 9:30 A.M., Cadette; 11:30 A.M. Cesare Sciunnach at Palace;</u> <u>12:30 P.M., Sportmax at Principe; 3:00 P.M., Lancetti at Principe; 4:00 P.M.,</u> <u>Barocco at Palace; 5:00 P.M., Heinz Riva Bis at Principe; 7:00 P.M., Andre</u> <u>Laug Boutique at Principe; 8:00 P.M., Erte at Palace.</u></p> <p><u>Tues., Oct. 11: 9:30 A.M., Montedoro at Principe; 10:30 A.M., Courlande at</u> <u>Principe; 11:30 A.M., Helyett at Principe; 12:30 P.M., Kinki Shop at</u> <u>Principe; 3:00 P.M., La Viola at Principe; 4:00 P.M., Ognibene Zendman Boutique</u> <u>at Palace; 5:00 P.M., Dellaquara at Principe; 6:00 P.M., Geoffrey Beene at</u> <u>Diana; 7:00 P.M., Miguel Cruz at Principe; 8:00 P.M., Enrico Coveri at Palace.</u></p> <p><u>Wed., Oct. 12: 9:30 A.M., Callaghan at Principe; 10:30 A.M., Giancarlo Ripa at</u> <u>Palace; 11:30 A.M., Ken Scott at Principe; 12:30 P.M., San Lorenzo at</u> <u>Principe; 3:00 P.M., Trell at Principe; 4:00 P.M., Mario Valentino at</u> <u>Principe; 5:00 P.M., Lorenbetty at Palace; 6:00 P.M., Dorian at Principe;</u> <u>7:00 P.M., Charade Top at V.S. Sofia, 33; 8:00 P.M. Mila Schon Due at</u> <u>V. Montenapoleone, 2.</u></p> <p><u>Thurs., Oct. 13: 9:45 A.M., Laura Biagiotti at Principe; 11:00 A.M., Lux</u> <u>Int'l. at Palace; 12:15 P.M., Basile at Principe; 3:00 P.M. Krizia; 4:00 P.M.,</u> <u>Armani at V. Durini, 24; 5:30 P.M., Roberta Di Camerino at Principe; 6:30 P.M.,</u> <u>Glamour at Principe; 7:30 P.M., Giorgio Correggiari at Principe.</u></p> <p><u>Fri., Oct. 14: 9:45 A.M., Fendi at Palace; 11:00 A.M., Complice at Principe;</u> <u>12:15 P.M., Missoni at Diana; 3:00 P.M., Caumont at Principe; 4:00 P.M.,</u> <u>Marina Ferrari at Palace; 5:00 P.M., Baila at Principe; 6:00 P.M., Livio De</u> <u>Simone at Principe; 7:00 P.M., Pims at Palace; 8:00 P.M., Muriel Gateau at</u> <u>Principe.</u></p>		
Tuesday Oct. 11 9:00 A.M. Breakfast	SHOWING OF SPRING COLLECTION Show at 9:30 A.M. By invitation. Thereafter in showroom, 1411 Broadway, Suite 1144. Contact: 354-4942. Publicity: Vera Bacal, PL 3-8421.	ADINI COLLECTION BY INDIA IMPORTS OF R.I.	1407 CLUB 1407 BRAODWAY
Beginning Tuesday Oct. 11	OPENING OF SPRING COLLECTION Continuous by appointment.	JEANNENE BOOHER FOR DAVID MORRIS Contact: 840-0511.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Oct. 11- Oct. 13	FASHIONS FROM 16 HONG KONG MANUFACTURERS Men's, women's, children's fashions. Contact: Maralyn Rittenour, 582-6610.	HONG KONG TRADE DEV'T COUNCIL (548 FIFTH AVE)	N.Y. SHERATON (7TH & 56) CORINTHIAN ROOM
Wednesday Oct. 12 5:00 P.M.- 7:30 P.M.	MEN'S AND WOMEN'S FASHIONS FROM SWEDEN Spring and Summer collection, designed by Gil Truedsson. Chip Tolbert. By invitation. Contact: Joanna Truedsson, 751-4308.	SWEDISH FASHION GROUP (545 MADISON AVENUE)	SHEPHEARD'S 58TH STREET & PARK AVE Commentator:
Beginning Wednesday Oct. 12	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 661-1670.	COUNTRY SOPHISTICATES	489 FIFTH AVENUE SHOWROOM - 25TH FLOOR

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Beginning Wednesday Oct. 12	OPENING OF SPRING COLLECTION Continuous by appointment.	NANI'S NOWHERE ELSE Contact: 563-0410.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Oct. 14	SPRING READY-TO-WEAR IN MIAMI (Oct. 14-18)		
Oct. 15- Oct. 19	SPRING READY-TO-WEAR, FURS, KNITWEAR IN FLORENCE AT PITTI PALACE. Contact: Centro di Firenze per la Moda Italiana, Viale A. Gramsci, 9/A 90121 Florence		
Oct. 16- Oct. 19	NAMSAB (Nat'l Assn. of Men's Sportswear Buyers); & BAMA (Boys' & Young Men's Apparel Mfrs. Assn) at N.Y. Statler Hilton. Contact: 986-1811		
Monday Oct. 17 12:00 Noon	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment.	HOUSE OF JULIO Contact: 399-0490.	23 WEST 52ND STREET SHOWROOM - 3RD FLOOR
Monday Oct. 17 7:00 P.M.	"AMERICAN IMAGE" AWARDS FOR FASHION LEADERSHIP Second annual "Adam" awards in seven categories: Political or civic affairs, communications, sports, business, motion pictures, television, the arts. Tickets: \$100.00 each. (Black tie). Contact: 581-8210.	MEN'S FASHION ASSOCIATION (1290 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday Oct. 17 7:30 P.M.	"BEST BIB AND TUCKER" -- BENEFIT PARTY Preview of new exhibit -- "A Costume History of New York Dining and Galas" -- from 1783 to the present day, presented in ten vignettes (open through March 5). Co-chmn: Mrs. William P. Rayner and Mrs. Nancy White. Tickets: \$125.00 each. Public Relations: Monika Dillon, 534-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVE AT 103RD ST
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	ELEANOR BRENNER Contact: 239-1150.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	DONALD BROOKS Contact: 391-0900.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	INGRID CADO Contact: 594-8955.	226 WEST 37TH STREET SHOWROOM - 7TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	CASI; & SICA KNITS Contact: 594-5570.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	COLLECTOR'S ITEMS (DIV. LEONARD SUNSHINE) Contact: 398-9115.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	CUDDLECOAT/ V & J DESIGN Contact: 279-9223.	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTIONS Cenage, del Costa of Paris, Annemarie Gardin, Carol Peretz. Contact: 279-9620.	FLORENCE & CELESTE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING SPORTSWEAR COLLECTION Continuous by appointment.	CHARLOTTE FORD II (DIV. DON SOPHISTICATES) Contact: 391-5460.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	EVA FOR ROBERT JANAN Contact: 354-7880.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	KAREN UNLIMITED Contact: 239-4118.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	HUBERT LATIMER Contact: 840-1270.	8 WEST 40TH STREET SHOWROOM - SUITE 1401
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Introduction of special group by Jean Claude DeLuca.	MAC TAC (DIV. LEONARD SUNSHINE) Contact: 398-9115.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	HANAE MORI BOUTIQUE Contact: 221-5726.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTIONS By appointment. Contact: Herb Lewin, 221-6720. Press: Roz	LEO NARDUCCI DRESSES & SPORTSWEAR Rubenstein, 691-8340.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTIONS Contact: 354-0760; Nipon Boutique, 24th floor. Contact: 354-4325.	ALBERT NIPON; & NIPON BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTIONS Christine Von Lumbe, Above The Crowd, Joanie Char, Lydia, Les Wilk and Katasha's Unusuals. By appointment. Contact: 947-4492.	P.B.S.A. LTD.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	POSH, INC. BY JAY ANDERSON Contact: 398-0763.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	PAT SANDLER (DIV. LEONARD SUNSHINE) Contact: 398-9115.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	ABE SCHRADER CORP. Contact: LO 4-9194.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	ADELE SIMPSON Contact: 354-8600.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Oct. 17- Oct. 27	SPRING COLLECTION IN NEW YORK Continuous by appointment.	ERNST STRAUSS & SCHNELL SPORTS Contact: (213) 623-8112.	HOTEL GOTHAM SUITE 1801
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	LEONARD SUNSHINE, INC. Contact: 398-9115.	550 SEVENTH AVENUE SHOWROOM - 7TH AVENUE
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTIONS Also, Thai II. Continuous by appointment. Contact: 398-0920.	THAI LINES & STAR OF SIAM	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment.	VICTORIA ROYAL BY MARTIN STAEHELY Contact: 947-6845.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 18 11:00 A.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment.	MOLLIE PARNIS BOUTIQUE BY MORTY SUSSMAN Contact: 221-1445.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 18 12:00 Noon	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment.	HAROLD LEVINE BY DON BREITINGER Contact: 391-2255.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 18 2:00 P.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment.	SAZ Contact: Larry Farragut, 221-3489.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 18	OPENING OF SPRING COLLECTION Continuous by appointment.	HARVE BENARD LTD. Contact: Harvey Goodman, 354-8420.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Beginning Tuesday Oct. 18	OPENING OF SPRING COLLECTION Continuous by appointment.	DIANE VON FURSTENBERG Contact: 354-8336.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Oct. 18	OPENING OF SPRING COLLECTION Continuous by appointment.	BETTY HANSON & COMPANY Contact: 840-8888.	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Beginning Tuesday Oct. 18	OPENING OF SPRING COLLECTION Continuous by appointment.	REUBEN THOMAS INCORPORATED Contact: 736-6060.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Oct. 19 9:00 A.M.	SHOWING OF SPRING COLLECTIONS By invitation. Thereafter, 530 Seventh Ave., 2nd floor.	GIL AIMBEZ/GENRE; GIL AIMBEZ/BON MENAGE Contact: 563-0988.	HOTEL ROOSEVELT BALLROOM
Wednesday Oct. 19 10:30 A.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment.	JERRY SILVERMAN Contact: 244-7522.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Wednesday Oct. 19	OPENING OF SPRING COLLECTIONS Also, Traina-Mignon by Teal Traina.	MIGNON BY DOROTHY FARBO & ROBBE ZANCA Contact: 354-4980.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Wednesday Oct. 19	OPENING OF SPRING COLLECTION Continuous by appointment.	SILVERMAN SPORT BY ADRI Contact: 391-0420.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Oct. 20 4:00 P.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment.	TRIGERE, INC. Contact: 391-9100.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Thursday Oct. 20	OPENING OF SPRING COLLECTION Continuous by appointment.	GIANNI VERSACE FOR BEGED-OR Contact: Laura Addams, 221-6922.	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Thursday Oct. 20	OPENING OF SPRING COLLECTION Continuous by appintment.	HALSTON Contact: 354-6340.	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR